

ORDER



Orders
Order / Rev: 719331
Alt Order #: 06358462
Product Desc: OBAMA SCHED C
Estimate: 1904
Flight Dates: 11/05/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/05/12	11/11/12	13	\$15,650.00	\$13,302.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	13	\$15,650.00	\$13,302.50	0.00
Totals	13	\$15,650.00	\$13,302.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WUSA	11/06/12	11/06/12	10-11a Let's Make a Deal	CM	10-11a	-T-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$1,000.00		0.00				
N 2	WUSA	11/06/12	11/06/12	Price Is Right The Price is Right	CM	11a-12p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$1,500.00		0.00				
N 3	WUSA	11/06/12	11/06/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$1,500.00		0.00				
N 4	WUSA	11/06/12	11/06/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$1,500.00		0.00				
5	WUSA	11/06/12	11/06/12	3-4p The Doctors	CM	3-4p	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$500.00		0.00				
N 6	WUSA	11/06/12	11/06/12	4-5p Dr. Phil	CM	4-5p	-T-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	-T-----			1		\$1,200.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	11/06/12	11/06/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$450.00		0.00			
8	WUSA	11/06/12	11/06/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$500.00		0.00			
9	WUSA	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$300.00		0.00			
N10	WUSA	11/06/12	11/06/12	9 News @ 5p 9 News @ 5p	CM	5-6p	-T-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$1,200.00		0.00			
N11	WUSA	11/06/12	11/06/12	9 News @ 6p 9 News @ 6p	CM	6-630p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$1,500.00		0.00			
N12	WUSA	11/05/12	11/05/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N13	WUSA	11/05/12	11/05/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$3,000.00		0.00			
													Totals	13	\$15,650.00